

\* 8/14/50

# fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1950

january

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, AUGUST 14, 1950</u>			
Monday August 14 8:45 A.M. Breakfast	MOROCCAN INFLUENCE ON NEW FASHIONS Press preview of Altman's "Agadir Bazaar" (the annual "Festival of Friendship" held in French Morocco)--the first showing in the U.S. of Moroccan Group of decorative fabrics, created by the American artist, Jay Gresham. Presentation of French Moroccan influence on high fashion this season. By invitation. Publicity: Etta Daub, MU. 9-7000.	B. ALTMAN & CO.	4TH FLOOR "AGADIR BAZAAR"
Monday August 14 9:00 A.M.	PRESS PREVIEW OF JEWELERS' SHOW The press will be invited to preview the National Retail Jewelers' 45th Annual Exposition and Convention. Over 325 manufacturers, distributors, and importers will exhibit at the Waldorf-Astoria, Aug. 14 - Aug. 17. Contact: Boyd Evans or G. Irving Bailly, 551 Fifth Avenue, MU. 2-2764.	AMERICAN NAT'L RETAIL JEWELERS' ASSOCIATION	WALDORF-ASTORIA NORSE GRILL
Monday August 14 7:30 P.M.	PRESENTATION OF COLLEGE FASHIONS Bond Fifth Avenue will present college fashions to the press. Open to public. College Shop opens same day. Publ.: Jerry Halprin, WI.7-6550.	BOND FIFTH AVENUE	3RD FLOOR
Tuesday August 15 2:00 P.M.	MURRAY SICES' SUITS FOR LITTLE WOMEN Suits by Murray Sices, designed for little women under 5'5", will be presented at Russeks. ( <u>Note Change of Date</u> ). Press invited. Open to public. Murray Sices Publicity: Paula Goldin for Bert Nevins, WI.7-9715. Russeks Publicity: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	5TH FLOOR WOMEN'S WORLD
Tuesday August 15 3:00 P.M.	SHOWING OF COLLEGE FASHIONS Press showing of College fashions at Saks 34th Street. College Shop opens Monday, August 14. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	3RD FLOOR
Wednesday August 16 10:00 A.M.	COLLEGE FASHION SHOW FOR PRESS Gimbels will present co-ed college fashions, to be modeled by college students of the National Youth Style Panel, at a press showing. ( <u>Note Change of Time and Date</u> ). Attendance by invitation only. Showing for the public on Thursday, August 17 at 6:00 P.M. on the 3rd floor. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS	2ND FLOOR FASHION OFFICE
Wednesday August 16 2:30 P.M.	PRESS PREVIEW OF COLLEGE FASHIONS The press will be invited to preview Altman's fashions for college. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412 or 418.	B. ALTMAN & CO.	3RD FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday August 17 2:30 P.M.	PREVIEW OF FASHIONS FOR TEENAGERS Martin's preview of back-to-school fashions for teenagers. Open to public. Publicity: Rita Dobbins or Pat Ellis, TR. 5-3100.	MARTIN'S (BROOKLYN)	4TH FLOOR
Monday August 21- August 24	FALL AND HOLIDAY MERCHANDISE FAIR A Fall and Holiday Variety Merchandise Fair will be held for the press and trade, including chain and variety stores, independent merchants and department stores. The Fair will have 250 exhibits and will include domestic and imported toys and novelties. Contact: Arthur Tarshis, Expositions For Trades, Inc., 36 West 47th Street, LU. 2-4627.	EXPOSITIONS FOR TRADES, INC.	71ST REG. ARMORY PARK AVE. & 34TH ST.
August 21	NEW YORK GIFT SHOW AT HOTELS NEW YORKER AND STATLER (Aug. 21-Aug. 25).		
Monday August 21- August 25	LUGGAGE AND LEATHER SHOW IN CHICAGO Contact: Luggage and Leather Goods Mfrs. of America, Inc., LE. 2-3960.	LUGGAGE & LEATHER GOODS MFRS. OF AMERICA, INC.	PALMER HOUSE CHICAGO, ILLINOIS
Tuesday August 22 3:30 P.M. Cocktails	SHOWING OF NEW HOLIDAY COLLECTION Press preview of the Arrowhead Playclothes' new Holiday collection -- "After Five, After Ski". Attendance by invitation. Trade showings beginning <u>Wednesday, August 23</u> . Contact: Margaret Shelley, LA. 4-0111.	ARROWHEAD PLAYCLOTHES	550 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Thursday August 24 11:00 A.M.	PRESENTATION OF FALL WEDDING GOWN COLLECTION Jay Thorpe will present a press preview of the new Fall collection of wedding gowns, designed by Madame Oro. Attendance by invitation only. Publicity: Elaine Kanners, JU. 6-1000.	JAY THORPE	5TH FLOOR
Sunday August 27- August 29	NATIONAL BEAUTY TRADES SHOW The National Beauty Trades Show, sponsored by the National Beauty and Barber Manufacturers' Association, in cooperation with the National Hairdressers and Cosmetologists Association, will include trade exhibits and style shows. Attendance by invitation. Contact: Mr. L. A. Freiberg, Managing Director, 212 Fifth Avenue, MU. 5-8287.	NAT'L HAIRDRESSERS & COSMETOLOGISTS ASS'N	HOTEL STATLER
Tuesday August 29 9:30 A.M. Breakfast	PRESS SHOWING OF MILLINERY FASHIONS Lydia will present her Fall and Winter millinery fashions to the press. Attendance by invitation only. Publicity: Maud G. Moody, LE. 2-4049.	LYDIA (18 EAST 56TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday August 30 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY Robert Paul will present his Fall and Winter millinery collection to the press. By invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	ROBERT PAUL	751 MADISON AVENUE SALON
Thursday August 31 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL SHOE FASHIONS Andrew Geller will invite the press to a preview of "Daring New Ideas In Shoes", featuring his entire Fall collection, and celebration of the opening of his new shoe salon. Attendance by invitation only. Publicity: Jean McLaughlin, Frederick-Clinton Co., Inc., MU. 2-7433.	ANDREW GELLER	18 WEST 57TH STREET SALON



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 4	LABOR DAY (Monday)--Legal Holiday.		
Tuesday Sept. 5 12:30 P.M.	PREVIEW OF FASHIONS BY OLEG CASSINI Jay Thorpe will present Fall fashions, designed by Oleg Cassini at a preview for the press. Attendance by invitation only. Publicity: Elaine Kanners, JU. 6-1000.	JAY THORPE	4TH FLOOR
Tuesday Sept. 5 2:00 P.M.	SHOWING OF SUITS BY MORRIS KRAUS Russeks' collection of Fall and Winter suits, designed by Morris Kraus. Press invited. Open to public. Publicity: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	4TH FLOOR
Sept. 5	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See below).		
Tuesday Sept. 5 4:30 P.M. Cocktails	PRESS PARTY: DEBUT OF ENCORE SHOES The Tailored Woman will present a press preview of its newly sponsored and adopted line of custom-tailored shoes for Fall and Winter. Attendance strictly by invitation. Publ.: Molly Appleby Baldwin, PL. 5-2500.	THE TAILORED WOMAN	5TH AVE. & 57TH ST.

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS  
PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS  
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED

Tuesday Sept. 5	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL.: NONA PARKE or SOPHIE SHONNARD	EL. 5-6800
Wednesday Sept. 6	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Wednesday Sept. 6	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday Sept. 7	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Thursday Sept. 7	<u>SAKS FIFTH AVE.</u> At 3:00 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL.: FELICE MAIER	PL. 3-4000
Monday Sept. 11	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL.: SANNA BRODY	PL. 5-2600
Thursday Sept. 14	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE. (American and French original designs, created especially for Elizabeth Arden, to be sold exclusively under the Elizabeth Arden label)	PUBL.: RASPONI ASSOC.	TE. 8-8171

Wednesday Sept. 6- Sept. 7	SEMI-ANNUAL LEATHER SHOW The thirty-seventh semi-annual leather show, with 92 tanning concerns displaying leather finishes and treatments in new colors for Spring 1951. Contact: Tanners' Council, 100 Gold Street, BE. 3-0494.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA FOUR BALLROOMS
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 6 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Raymond Marinelli will present his Fall collection of afternoon, cocktail, dinner and evening clothes. Millinery: Laddie Northridge. Gloves: Wear-Right. Hairstyles: John Fonda of 57th St. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Marinelli Publ.: Jane Franklin, Allied Public Relations, PL. 9-6411. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	RAYMOND MARINELLI (37 WEST 47TH ST.)	WALDORF-ASTORIA STARLIGHT ROOF
Sept. 6	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Page 3).		
Sept. 7	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 3).		
Sept. 7	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 3).		
Friday Sept. 8 11:00 A.M.	PRESS SHOWING OF FALL COLLECTION Press preview of Italian imported ready-to-wear originals, designed by Mme. Garnett, and made under her supervision in Rome. Also, custom-order coats, suits and dresses. By invitation only. Showing for customers Wednesday, Sept. 13 at 2:30 P.M. Contact: Dorothy Dunn, EL. 5-5275.	MME. E. GARNETT	47 EAST 51ST STREET SALON
Friday Sept. 8 3:00 P.M.	PREVIEW: PARIS-MADE HOLIDAY COLLECTION A presentation by Arnold & Fox of the Holiday collection of afternoon, cocktail, and evening dresses, made in Paris by Miguel Dorian, in "American fabrics for American women." Attendance by invitation only. Publicity: Pauline Greene, Lawrence Esmond Adv. Corp., MU. 7-8297.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Sunday Sept. 10	TWELFTH ANNUAL "MRS. AMERICA" CONTEST Thirty national finalists will compete for the "Mrs. America" title at Asbury Park Convention Hall. Contestants will participate in a fashion showing of suits, designed by Murray Sices. Publicity: Bert Nevins, WI. 7-9715.	MRS. AMERICA, INC. (152 WEST 42ND ST.)	CONVENTION HALL ASBURY PARK, N.J.
Monday Sept. 11 12:30 P.M. Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY SHOW Custom millinery for Fall and Winter, designed by Tatiana du Plessix, will be presented to the press. Attendance by invitation only. Publicity: Felice Maier, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Monday Sept. 11 2:00 P.M.	FASHION SHOWING OF PARIS ORIGINALS New Paris Originals for Fall and Winter will be presented at a showing by Russeks Fifth Avenue. Press invited. Open to public. Publicity: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Monday Sept. 11 2:00 P.M.	BEACHWEAR SHOW IN CALIFORNIA Press preview of Cole of California swimsuits, sun dresses and beach ensembles for misses, teens, children (girls 2 to 6 and 7 to 14; boys 2 to 6). Also, mother and daughter beachwear. Attendance by invitation only. Publicity: Margot Mallary, 2615 Fruitland Road, Los Angeles 58, California; Telephone--Jefferson 5174.	COLE OF CALIFORNIA	BEVERLY HILLS CALIFORNIA



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Sept. 11	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 3).		
Sept. 12	ROSH HASHONAH--FIRST DAY OF JEWISH NEW YEAR (Tuesday).		
Tuesday Sept. 12 11:00 A.M.	PRESS SHOWING OF CUSTOM COLLECTION Oldric Royce will present his Fall custom-order collection to the press. Attendance by invitation only. Publicity: Nona James, CH. 4-7658.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Sept. 13	ROSH HASHONAH--SECOND DAY OF JEWISH NEW YEAR (Wednesday).		
Wednesday Sept. 13 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL READY-TO-WEAR Bloomingdale's will present Fall ready-to-wear "Green Room" fashions at their semi-annual showing for the press, in the 4th Floor Training Dept., Classroom "C". Show at 10:00 A.M. Attendance by invitation only. Publicity: Dervin O'Brien, EL. 5-5900, Ext. 695 or 311.	BLOOMINGDALE'S	4TH FLOOR CLASSROOM "C"
Wednesday Sept. 13 2:00 P.M.	PRESS PREVIEW OF NEW COLLECTIONS Lilly Dache will present her first head-to-toe collection for 1950, including hats, costumes, jewelry, gloves and hosiery. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Thursday Sept. 14 11:00 A.M.	PRESS PREVIEW: FALL AND WINTER FURS Esther Dorothy will present a press preview of her Fall and Winter, 1950-1951 fur collection. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ESTHER DOROTHY	68 EAST 56TH STREET SALON
Thursday Sept. 14 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW De Pinna will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. De Pinna Publicity: Dorothy Coburn, MU. 8-2000. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 14 1:00 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON A presentation of Fall fashions by Saks 34th Street during luncheon. (Show scheduled on Thursday, because of Jewish holiday on Wednesday). Press by invitation. Public by reservation; contact: "Albert", head-waiter, EL. 5-3000. Saks 34th St. Publicity: Frances Eisner, LA. 4-7000. Waldorf Publ.: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	SAKS 34TH STREET	WALDORF-ASTORIA STARLIGHT ROOF
Sept. 14	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Pg. 3).		
Sept. 15	FELT HAT DAY IN SOME CITIES (Friday).		
Monday Sept. 18 10:00 A.M. Breakfast	PRESS PREVIEW OF HOLIDAY MILLINERY The press will be invited by Beatrice-Martin to preview cocktail, dinner and date hats for the new Holiday and Winter collections. Attendance by invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN (47 WEST 56TH ST.)	PLACE TO BE ANNOUNCED



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 13 1:00 P.M. Luncheon	TALL GIRLS' FASHIONS AT LUNCHEON SHOW Peg Newton will present Fall and Winter fashions for tall girls during luncheon. (Showing on Monday because of Jewish holiday on Thursday, Sept. 21). Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Peg Newton Publicity: Donna Cannon, PL. 5-0484. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	PEG NEWTON	HOTEL PLAZA TERRACE ROOM
Monday Sept. 18 2:00 P.M.	SHOWING OF NEW FUR FASHIONS Presentation of Russeks' Design Studio Furs in their Mink Room, 1st Floor. Press invited. Open to public. Publicity: Miriam Lenzen, WI. 7-1900.	RUSSEKS FIFTH AVENUE	1ST FLOOR MINK ROOM
Tuesday Sept. 19 10:00 A.M. Breakfast	SHOWING OF FALL WOMEN'S FASHIONS The press will be invited to a showing of Roaman's Fall daytime and sportswear fashions for the larger woman. Attendance by invitation only. Contact: Mr. Edward Lieb, WI. 7-6400.	ROAMAN'S (20 WEST 39TH STREET)	PLACE TO BE ANNOUNCED
Tuesday Sept. 19 12:15 P.M. Luncheon	PARIS FASHIONS AT LUNCHEON MEETING Carmel Snow, editor of "Harper's Bazaar", will report on French Fall collections. A representative group of highlights from the collections will be shown. Commentator: Laura Pyzel, a fashion editor of "Harper's Bazaar". Chairman: Eleanor W. Howard. Price ( <u>Note Change For This Luncheon Only</u> ): \$4.75 for members; \$5.00 for guests (one per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Wednesday Sept. 20 1:00 P.M. Luncheon	PRESENTATION OF FALL FASHIONS AT LUNCHEON Luncheon show by Arnold Constable, presenting Fall fashions for juniors, misses, women, and children. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Arnold Constable Publicity: Lynn Casey, MU. 5-2300. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 20 2:30 P.M.	JACQUES FATH AMERICAN COLLECTION Lord & Taylor will present Jacques Fath's dress and suit collection for Fall and Winter, designed in America by Jacques Fath, for Joseph Halpert (dresses); and George Carmel (suits). Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR
Sept. 21	YOM KIPPUR--JEWISH DAY OF ATONEMENT (Thursday).		
Beginning Monday Sept. 25- Dec. 11 7:30 P.M.- 9:00 P.M.	TENTH FASHION TRAINING COURSE Tenth annual course, "Fashion Jobs", sponsored by The Fashion Group, consisting of ten sessions, Mondays from 7:30 P.M. to 9:00 P.M. Subjects: Fashion Markets, Fabric Styling, Designing, Buying, Fashion Coordination, Advertising, Display-Television; Publicity, Editorial, Job Discussion. Fee for series: \$15.00; or \$2.00 for each lecture. Chmn: Helen Faith Keane. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP INC. (9 ROCKEFELLER PLAZA)	CARL FISCHER HALL 165 W. 57TH STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Sept. 25- Sept. 30	ANNUAL NATIONAL SWEATER WEEK The National Knitted Outerwear Association will sponsor the Fifth Annual National Sweater Week. Contact: Edward A. Brandwein, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASSOCIATION	THROUGHOUT THE COUNTRY
Tuesday Sept. 26 10:30 A.M.	ADRIAN COLLECTION AT PRESS SHOWING Adrian will present a press preview of his Fall and Winter collection at Gunther Jaeckel. Attendance by invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	GUNTHER JAECKEL, INC.	10 EAST 57TH ST. SALON
Wednesday Sept. 27 10:00 A.M.; 3:00 P.M.	SHOWING OF FALL CUSTOM FASHIONS A presentation of Fall custom-order suits and coats by Knize for the press at 10:00 A.M.; for customers at 3:00 P.M. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	KNIZE, INC.	24 EAST 56TH ST. SALON
Sept. 27	RODEO IN NEW YORK (Sept. 27-Oct. 22).		
Wednesday Sept. 27 12:45 P.M. Luncheon	KNIT FASHIONS DURING LUNCHEON "Inspiration For Fall"--presentation of Mimi Pearce's morning, afternoon and evening handknit fashions for Fall during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Mimi Pearce Contact: RE. 7-8110. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MIMI PEARCE	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 27 1:00 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Frank Martier will present a luncheon showing of his custom-order coats and suits; daytime, afternoon and evening fashions for Fall. Hats: Mr. John. Furs: Dein-Bacher. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Martier contact: JU. 2-4812. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	FRANK MARTIER	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 28 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Rosette Pennington will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	ROSETTE PENNINGTON	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 28 2:30 P.M.	FIRA BENENSON FASHION SHOWING Lord & Taylor will invite the press and customers to a presentation of Fira Benenson's Fall and Winter dress collection. Attendance by invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR DRESS SALON
Beginning Thursday Sept. 28 7:30 P.M.	FASHION PUBLICITY WORKSHOP COURSE A series of lectures on specific phases of the fashion industry and related fields: Ready-to-wear, Cosmetics, Food and Home Furnishings. Ten Thursday evening lectures by leading publicists and editors, with workshop sessions on photography and the mechanics of publicizing products of interest to women. Fee for Series: \$20.00. Contact: Promotions, 1068 Second Ave., MU. 8-1837.	PROMOTIONS	HOTEL DELMONICO PARK AVE. & 59 ST.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 4 12:45 P.M. Luncheon	FALL SHOE FASHIONS AT LUNCHEON SHOWING Fall shoe fashions by J. & J. Slater will be shown during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. J. & J. Slater Contact: Kathleen Low, PL. 9-4805. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	J. & J. SLATER	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 4 1:00 P.M. Luncheon	FALL MILLINERY AT LUNCHEON SHOW Irene of New York will present her Fall millinery during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Irene Publicity: Nona James, CH. 4-7658. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	IRENE OF NEW YORK	WALDORF-ASTORIA SERT ROOM
Thursday Oct. 5 12:45 P.M. Luncheon	SPECIAL SHOWING: MEN'S AND WOMEN'S FASHIONS "Mr. and Mrs. Fashion"---a special showing of Fall and Winter fashions for men and women. Fashion Show Coordinator: Richard Bernstein. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Tailors' Art Institute Contact: OR. 5-2567. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	TAILORS' ART INSTITUTE OF AMERICA	HOTEL PIERRE COTILLION ROOM
Thursday Oct. 5 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS A presentation of Stein & Blaine's coats, suits and dresses for Fall. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Stein & Blaine Publicity: Betty Greenberg, PL. 3-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	STEIN & BLAINE, INC.	HOTEL PLAZA PERSIAN ROOM
Tuesday Oct. 10 2:30 P.M.	SHOWING OF IRENE OF HOLLYWOOD FASHIONS Irene of Hollywood will personally present her collection of suits and dresses for Fall at Lord & Taylor. Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR
Wednesday Oct. 11 12:45 P.M. Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON "Designed For Living"---a showing of coordinated Fall fashions by Hannah Troy, Inc. and Nite Club Frocks. Men's furnishings by Budd, Ltd. Fabrics---Scalamandre. Table Settings---Carole Stupell. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 11 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Presentation of Russeks Fall fashions during luncheon. Press by invitation. Public by reservation; contact: "Albert", EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Waldorf Publicity: Madeleine Riordan in Paul Stewart's Office, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Wednesday Oct. 11 3:30 P.M. Cocktails	PRESS PREVIEW: 1951 SEAMOLDS SWIM SUITS Flexees' press preview of their 1951 collection of Seamolds, "the swim-suits with Foundation Fit". By invitation only. Publicity: Sandra Kahn, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM-6TH FLOOR



MOVIES...MUSIC...TELEVISION...THEATRE...SPORTS

Monday  
August 14-10:00 A.M. TELEVISION: THE KATHI NORRIS SHOW WNBT, CHANNEL 4  
Mon., Aug. 14: Sam Homsey, a 16 year old press agent, will act as commen-  
August 17 tator for a teen-age fashion show. Wed., Aug. 16: Slumbertogs, manufac-  
10:00 A.M. turers of sleep wear for men, women and children, will present their new  
fashions. Thurs., Aug. 17: Lucia Foreman, fashion editor of "Flair"  
magazine will present and commentate on the latest stocking creation of  
Glen Raven Hosiery Mills, "Dancing Daters". Publicity: Babs Doniger,  
PL. 3-1742.

Tuesday  
August 15 PREMIERE: "TREASURE ISLAND" (Movie) MAYFAIR THEATRE, 7TH AVE. & 47TH ST.  
Walt Disney Productions-RKO Radio Pictures release of the film dramatiza-  
tion of the Robert Louis Stevenson story. Disney uses live actors only,  
for the first time. Producer: Perce Pearce. Director: Byron Haskin.  
Stars: Robert Newton, Basil Sydney, Bobby Driscoll. Publicity: Lila  
Lipkin, JU. 6-3442.

Tuesday  
August 15 OPENING: "THE SON" CIRCLE THEATRE, 36TH ST. W. OF B'WAY  
Norman Hall and Chris Jaffe will present William Saroyan's new play,  
"The Son" featuring Clarke Gordon, Martha Barber, Chris Milo, James  
Mallon, and Pauline Myers. Director: Norman Hall. Settings: Walter  
Steinharter. Costumes: Betty Nemeitz. Publicity: Ted Isaacs, TR. 7-2892.

Wednesday  
August 16 PREMIERE: "NO WAY OUT" (Movie) RIVOLI THEATRE, B'WAY AND 50TH ST.  
Darryl F. Zanuck's film, released through Twentieth Century-Fox, about  
the problems Negroes must face every day while living in a big city.  
Stars: Richard Widmark, Linda Darnell and Stephen McNally. Producer:  
Darryl Zanuck. Director: Joseph L. Mankiewicz. Wardrobe: Charles Le  
Maire and Travilla. Publicity: Elizabeth Eisenhart, CO. 5-3320.

Thursday  
August 17 OPENING "THE LIVE WIRE" PLAYHOUSE THEATRE, 48TH ST. E. OF B'WAY  
Michael Todd presents Garson Kanin's new comedy, starring Scott McKay,  
Shiela Bond, Carmen Mathews. Director: Garson Kanin. Settings: Donald  
Oenslager. Costumes: Forrest Thayer. Publicity: Max Gendel, CI. 7-3425.

Thursday  
August 17 PREMIERE: "THE PETTY GIRL" (Movie) CAPITOL THEATRE, B'WAY & 51ST STREET  
Columbia Pictures' Technicolor musical comedy about the famous magazine  
girl illustration which has become a national figure. Stars: Robert  
Cummings, Joan Caulfield, Elsa Lanchester and Melville Cooper. Producer:  
Nat Perrin. Director: Henry Levin. Wardrobe: Jean Louis.  
Publicity: Hortense Schorr, CI. 5-5000.

Friday  
August 18 PREMIERE: "STELLA" (Movie) ROXY THEATRE, 7TH AVE. AND 50TH ST.  
Twentieth Century-Fox comedy about a large family which claims to be the  
beneficiary of a deceased uncle's insurance policy. Stars: Ann Sheridan,  
Victor Mature and David Wayne. Producer: Sol C. Siegel. Director:  
Claude Binyon. Wardrobe: Charles Le Maire and Edward Stevenson. Public-  
ity: Elizabeth Eisenhart, CO. 5-3320.

Wednesday  
August 23 TOURNAMENT: PIMM'S CUP, WEST SIDE TENNIS CLUB, FOREST HILLS, L. I.  
The West Side Tennis Club will sponsor a Pimm's Cup Celebrity Tournament,  
to precede the Davis Cup Tournament. Tennis semi-finals and finals will  
be played in the Forest Hills Stadium during the Nationals. Publicity:  
Mickey Falkenburg, TE. 8-8639; or Virginia Dickson, Robert S. Taplinger  
& Associates, PL. 9-7979.